



WDAF-TV

Revision ORDER

Print Date 09/07/12 Page 1 of 4

Flight Dates 09/06/12-09/10/12

Contract / Revision 573002 /

Original Date / Revision
09/07/12 09/07/12

Advertiser Nixon, Jay/D/MO/Governor

Agency Campaign Group

Buying Contact

1600 Locust Street
Philadelphia, PA 19103Product
JAY NIXON 4 GOVERNOR

Agency Com 15%

Billing Contact
1600 Locust Street
Philadelphia, PA 19103

Sales Office DC-M

Sales Region NAT

Agency Ref

Order Sep 00:15:00

Estimate #

Alt Order # 09811426

Billing Type Cash

Order Type GENERAL

Billing Cycle EOM/EOC

Billing Calendar BROADCAST

Demographic A35+

Rev Codes SP-POL PLC GEN

Product Codes PL1Eb

Priority 1

Advertiser Ref

Primary Account Executive
Dan Driscoll

| Account Executive | Order% | Start Date | End Date |
|-------------------|--------|------------|----------|
| Dan Driscoll | 100% | | |

Order Share 25% Market Value 79300

| Competing Station | % of Order | Amount |
|-------------------|------------|--------|
| KCPT | % | 0 |
| KCTV | 25% | 19825 |
| KCWE | % | 0 |
| KMBC | 25% | 19825 |
| KMCI | % | 0 |
| KPXE | % | 0 |
| KSHB | 25% | 19825 |
| KSMO | % | 0 |

Order Totals

| Month | # of Spots | Net Amount | Gross Amount | Rating |
|----------------|------------|-------------|--------------|--------|
| September 2012 | 27 | \$16,851.25 | \$19,825.00 | 0.00 |
| Totals | 27 | \$16,851.25 | \$19,825.00 | 0.00 |

Billing Plan

| Start Date | End Date | # Spots | Net Amount | Gross Amount |
|------------|----------|---------|-------------|--------------|
| 08/27/12 | 09/10/12 | 27 | \$16,851.25 | \$19,825.00 |

| Ln | Ch | Start | End | Inventory Code | Break | Start/End Time | Days | Len | Spots | Rate | Pri | Rtg | Type | Spots | Amount |
|-------|----|-------------------|-----------------|------------------------------|--------|-----------------------------|-------------------|-----|-------------|----------|---------------|------|------|-------|----------|
| 1 | 4 | 09/06/12 | 09/07/12 | M-F 9-10p 9-930p | CM-All | 9-930p (9:00 PM-9:30 PM) | ---TF-- | :30 | 1 | \$750.00 | 2 | 0.00 | NM | 1 | \$750.00 |
| NEWS | | | | | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | <u>Spots/Week</u> | | <u>Rate</u> | | <u>Rating</u> | | | | |
| Week: | | 09/03/12 | 09/09/12 | ---TF-- | | | 1 | | \$750.00 | | 0.00 | | | | |
| 2 | 4 | 09/10/12 | 09/10/12 | M-F 9-10p 9-930p | CM-All | 9-930p (9:00 PM-9:30 PM) | M----- | :30 | 1 | \$750.00 | 2 | 0.00 | NM | 1 | \$750.00 |
| NEWS | | | | | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | <u>Spots/Week</u> | | <u>Rate</u> | | <u>Rating</u> | | | | |
| Week: | | 09/10/12 | 09/16/12 | M----- | | | 1 | | \$750.00 | | 0.00 | | | | |
| 3 | 4 | 09/06/12 | 09/07/12 | M-F 10-1030p M-F 10-1030p | CM-All | 10-1030p | ---TF-- | :30 | 1 | \$750.00 | 2 | 0.00 | NM | 1 | \$750.00 |
| NEWS | | | | | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | <u>Spots/Week</u> | | <u>Rate</u> | | <u>Rating</u> | | | | |
| Week: | | 09/03/12 | 09/09/12 | ---TF-- | | | 1 | | \$750.00 | | 0.00 | | | | |



WDAF-TV

Print Date: 09/07/12

Page 3 of 4

Contract / Revision **573002** Flight Dates **09/06/12-09/10/12**

Hiatus Dates

Original Date / Revision 09/07/12/ 09/07/12

Order Sep 00:15:00

Advertiser **Nixon, Jay/D/MO/Governor** Product **JAY NIXON 4 GOVERNOR** Estimate #

| Ln | Ch | Start | End | Inventory Code | Break | Start/End Time | Days | Len | Spots | Rate | Pri | Rtg | Type | Totals | |
|-------|----|-------------------|-----------------|--|--------|-------------------------------|---------|-----|-------------------|-------------|-----|---------------|------|--------|------------|
| | | | | | | | | | | | | | | Spots | Amount |
| 14 | 4 | 09/06/12 | 09/07/12 | M-F 5-6p 5-530p | CM-All | 5-530p (5:00 PM-5:30 PM) | ---TF-- | :30 | 1 | \$450.00 | 2 | 0.00 | NM | 1 | \$450.00 |
| NEWS | | | | | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | | |
| Week: | | 09/03/12 | 09/09/12 | ---TF-- | | | | | 1 | \$450.00 | | 0.00 | | | |
| 15 | 4 | 09/10/12 | 09/10/12 | M-F 5-6p 5-530p | CM-All | 5-530p (5:00 PM-5:30 PM) | M----- | :30 | 1 | \$450.00 | 2 | 0.00 | NM | 1 | \$450.00 |
| NEWS | | | | | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | | |
| Week: | | 09/10/12 | 09/16/12 | M----- | | | | | 1 | \$450.00 | | 0.00 | | | |
| 16 | 4 | 09/06/12 | 09/07/12 | M-F 5-6p 530-6p | CM-All | 530-6p (5:30 PM-6:00 PM) | ---TF-- | :30 | 1 | \$450.00 | 2 | 0.00 | NM | 1 | \$450.00 |
| NEWS | | | | | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | | |
| Week: | | 09/03/12 | 09/09/12 | ---TF-- | | | | | 1 | \$450.00 | | 0.00 | | | |
| 17 | 4 | 09/10/12 | 09/10/12 | M-F 5-6p 530-6p | CM-All | 530-6p (5:30 PM-6:00 PM) | M----- | :30 | 1 | \$450.00 | 2 | 0.00 | NM | 1 | \$450.00 |
| NEWS | | | | | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | | |
| Week: | | 09/10/12 | 09/16/12 | M----- | | | | | 1 | \$450.00 | | 0.00 | | | |
| 18 | 4 | 09/06/12 | 09/07/12 | M-F 6-630p M-F 6-630p | CM-All | 6-630p | ---TF-- | :30 | 1 | \$600.00 | 2 | 0.00 | NM | 1 | \$600.00 |
| NEWS | | | | | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | | |
| Week: | | 09/03/12 | 09/09/12 | ---TF-- | | | | | 1 | \$600.00 | | 0.00 | | | |
| 19 | 4 | 09/10/12 | 09/10/12 | M-F 6-630p M-F 6-630p | CM-All | 6-630p | M----- | :30 | 1 | \$600.00 | 2 | 0.00 | NM | 1 | \$600.00 |
| NEWS | | | | | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | | |
| Week: | | 09/10/12 | 09/16/12 | M----- | | | | | 1 | \$600.00 | | 0.00 | | | |
| 22 | 4 | 09/06/12 | 09/07/12 | M-F 9-10p 930-10p | CM-All | 930-10p (9:30 PM-10:00 PM) | ---TF-- | :30 | 1 | \$750.00 | 2 | 0.00 | NM | 1 | \$750.00 |
| NEWS | | | | | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | | |
| Week: | | 09/03/12 | 09/09/12 | ---TF-- | | | | | 1 | \$750.00 | | 0.00 | | | |
| 23 | 4 | 09/10/12 | 09/10/12 | M-F 9-10p 930-10p | CM-All | 930-10p (9:30 PM-10:00 PM) | M----- | :30 | 1 | \$750.00 | 2 | 0.00 | NM | 1 | \$750.00 |
| NEWS | | | | | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | | |
| Week: | | 09/10/12 | 09/16/12 | M----- | | | | | 1 | \$750.00 | | 0.00 | | | |
| 24 | 4 | 09/09/12 | 09/09/12 | Home Team Game Chiefs Football on FOX | CM-All | 12p-CC | -----S | :30 | 1 | \$7,000.00 | 2 | 0.00 | NM | 1 | \$7,000.00 |
| | | | | | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | | |
| Week: | | 09/03/12 | 09/09/12 | -----S | | | | | 1 | \$7,000.00 | | 0.00 | | | |
| N 25 | 4 | 09/10/12 | 09/10/12 | M-F 7-9a 8-9a | CM-All | 8-9a (8:00 AM-9:00 AM) | M----- | :30 | 1 | \$450.00 | 2 | 0.00 | NM | 1 | \$450.00 |
| | | | | | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | | |
| Week: | | 09/10/12 | 09/16/12 | M----- | | | | | 1 | \$450.00 | | 0.00 | | | |
| N 26 | 4 | 09/10/12 | 09/10/12 | M-F 12p-1p M-F 12-1p | CM-All | 12-1p | M----- | :30 | 1 | \$225.00 | 2 | 0.00 | NM | 1 | \$225.00 |
| | | | | | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | | |
| Week: | | 09/10/12 | 09/16/12 | M----- | | | | | 1 | \$225.00 | | 0.00 | | | |

Contract / Revision

573002

Flight Dates 09/06/12-09/10/12

Hiatus Dates

Original Date / Revision 09/07/12/ 09/07/12

Order Sep 00:15:00

Advertiser Nixon, Jay/D/MO/Governor Product JAY NIXON 4 GOVERNOR Estimate #

| Ln | Ch | Start | End | Inventory Code | Break | Start/End Time | Days | Len | Spots | Rate | Pri | Rtg | Type | Totals | |
|----|----|-------|-----|----------------|-------|----------------|------|-----|-------|------|-----|-----|------|--------|----------------|
| | | | | | | | | | | | | | | Spots | Amount |
| | | | | | | | | | | | | | | Totals | 27 \$19,825.00 |